

Message Text

UNCLASSIFIED

PAGE 01 MOSCOW 00472 01 OF 02 132120Z

67

ACTION EUR-12

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-01 INR-07

NSAE-00 RSC-01 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 L-02 /056 W

----- 014227

R 131605Z JAN 75

FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC 6132

INFO USDOC WASHDC

AMEMBASSY VIENNA

UNCLAS SECTION 1 OF 2 MOSCOW 0472

E. O. 11652: N/A

TAGS: BEXP, UR

SUBJ: USSR TRADE PROMOTION SCHEDULE - FY 1975 AND FY 1976

USDOC FOR BEWT/TPD

VIENNA FOR EWTC

REF: A. STATE 281795

B. STATE 280446

1. BEGIN SUMMARY. ON BASIS REFTELS, COMMERCIAL OFFICE HAS DEVELOPED PROPOSED TRADE PROMOTION PROGRAM FOR USSR COVERING REMAINDER OF FY 75 AND FY 76 INCLUDING PERIOD THROUGH SEPT 30, 1976. IN DEVELOPING PROPOSED PROGRAM, COMMERCIAL OFFICE SOUGHT TO TAKE INTO CONSIDERATION FOLLOWING CRITERIA:

1) PROGRAM SHOULD BE BASED ON OUR EVALUATION OF LONGER RANGE SOVIET PRIORITIES;

2) PROGRAM SHOULD SEEK TO MAKE MAXIMUM USE OF COMMERCIAL OFFICE FACILITIES; AND

3) PROGRAM SHOULD AVOID CONFLICTS WITH EVENTS SCHEDULED

UNCLASSIFIED

PAGE 02 MOSCOW 00472 01 OF 02 132120Z

BY USSR CHAMBER OF COMMERCE AND INDUSTRY.

REFLECTING THESE CONSIDERATIONS, WE RECOMMEND AGAINST FURTHER USE OF TRADITIONAL TRADE MISSION FORMAT AS PROMOTIONAL TOOL FOR THIS MARKET. IN GENERAL, TRADE MISSIONS HAVE NOT BEEN SUCCESSFUL TECHNIQUE HERE, AND WITH ESTABLISHMENT OF COMMERCAIL OFFICE THEIR UTILITY BECOMES EVEN MORE QUESTIONABLE. IN PLACE OF TRADITIONAL TRADE MISSION, WE RECOMMEND USE OF EXHIBITION/ SEMINARS AND TECHNICAL SALES SEMINARS WHICH UTILIZE COMMERCAIL OFFICE FACILITIES. IN DEVELOPING PROGRAM FOR CALENDAR YEAR 1976, WE HAVE RUN INTO PROBLEM BECAUSE CHAMBER OF COMMERCE'S EXHIBITION SCHEDULE FOR 1976 IS NOT YET FIRM. ACCORDINGLY, WE MAY WISH TO CHANGE RECOMMENDED PROGRAM FY CY 1976 AS SOVIET PLANS ARE CLARIFIED. END SUMMARY.

2. FOLLIWNG IS PROPOSED SCHEDULE:

FY 1975 EVENT

FUB 17-21 TECHNICAL SALES SEMINAR: WATER TREATMENT AND PURIFICATION (FIRM).

FEB MEETING OF SOVIET AND U.S. EXPERTS ON INFORMATION EXCHANGE (DATES TO BE AGREED).

FEB MEETING OF SOVIET AND U.S. EXPERTS ON MARKET RESEARCH (DATES TO BE AGREED).

MAR 18-20 EXHIBITION/SEMINAR: OIL AND GASFIELD EQUIPMENT; SEVEN FIRMS (FIRM).

APR 1-10 SOVIET SPECIALIZED EXHIBITION: PUMPS AND COMPRESSORS (30-35 FIRMS).

APR 7-11 FIFTH SESSION OF U.S.-U.S.S.R COMMERCIAL COMMISION (PROPOSED).

JUN 24-26 EXHIBITION/SEMINAR: PULP AND PAPER MANUFACTURING EQUIPMENT (SIX FIRMS).

FY 1976
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MOSCOW 00472 01 OF 02 132120Z

SEPT 2-16 SOVIET SPECIALIZED EXHIBITION. INTERORGTEKHNKA-75: BUSINESS EUQIPMENT (40 FIRMS).

OCT EXHIBITION/SEMINAR: OIL AND GAS PIPELINE EQUIPMENT (6 OR 7 FIRMS).

DEC EXHIBITION/SEMINAR: ELECTRONICS PRODUCTION AND

TEST EQUIPMENT (6 OR 7 FIRMS).

FEB EXHIBITION/SEMINAR: ADVANCED EQUIPMENT, INSTRUMENTATION, AND COMPUTERS FOR METALLURGICAL APPLICATIONS.

APRIL EXHIBITION/SEMINAR: ADVANCED EQUIPMENT FOR RETAIL TRADE ESTABLISHMENTS. (COMMENT: WE REALIZE THAT INCLUSION OF THIS THEME REPRESENTS SHIFT FROM COMMERCIAL OFFICE'S PREVIOUS VIEW, IN CONTEXT OF PLANNING FOR INTERORGTEKHNIKA EXHIBITION, THAT EQUIPMENT FOR RETAIL TRADE SECTOR WAS NOT VERY PROMISING AREA. HOWEVER, RECENT DISCUSSIONS BETWEEN SENIOR SOVIET OFFICIAL AND CHIEF EXECUTIVE OF MAJOR U.S. DEPARTMENT STORE CHAIN (SEE MOSCOW 18420) LED US TO TAKE MORE POSITIVE VIEW OF PROSPECTS IN THIS AREA. END COMMENT).

MAY-JUNE SOVIET EXHIBITION: MACHINERY AND EQUIPMENT FOR LIGHT INDUSTRY.

JULY EXHIBITION/SEMINAR: CHEMICAL AND PETRO-CHEMICAL EQUIPMENT AND INSTRUMENTATION.

AUG-SEPT SOVIET INTERNATIONAL EXHIBITION "MUNICIPAL EQUIPMENT."

3. CHANGES IN ABOVE SCHEDULE COMPARED WITH SCHEDULE TRANSMITTED REF A. REFLECT CRITERIA OUTLINED IN PARA 1 ABOVE. SPECIFICALLY, WE HAVE ELIMINATED BOTH PROPOSED TRADE MISSIONS IN LINE WITHVIEW THAT SEMINAR/EXHIBIT IS MORE EFFECTIVE PROMOTIONAL TECHNIQUE. AS REGARDS SPECIFIC THEMES FOR TRADE MISSIONS PROPOSED REF A., I.E. MATERIALS HANDLING EQUIPMENT AND SPECIALIZED FOOD PROCESSING, WE BELIEVE THAT BOTH ARE VIABLE AND COULD SERVE AS THEMES FOR EXHIBIT/SEMINARS. HOWEVER, UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MOSCOW 00472 01 OF 02 132120Z

FACT THAT PMMI IS PLANNING MAJOR EXHIBITION OF FOOD PROCESSINGX PACKAGING EQUIPMENT IN OCTOBER 1975 MEANS THAT IT WOULD BE ADVISABLE TO ALLOW REASONABLE PERIOD TO ELAPSE BEFORE MOUNTING ANOTHER EVENT IN THIS GENERAL PRODUCT AREA.

4. AS NOTED ABOVE, SOVIET EXHIBIT SCHEDULE FOR CY 1976 IS NOT YET FIRM. AT PRESENT, SOVIETS HAVE DEFINITELY DECIDED ON THEMES FOR TWO INTERNATIONAL EXHIBITIONS: 1) EQUIPMENT AND TECHNOLOGY FOR LIGHT INDUSTRY (MAY-JUNE 1976); AND 2) MUNICIPAL EQUIPMENT (AUGUST-SEPTEMBER 1976). AS WE UNDERSTAND IT, LATTER EXHIBITION WOULD INCLUDE EQUIPMENT FOR HOTELS, RESTAURANTS, STORES AS WELL AS MUNICIPAL SERVICES, I.E. TRANSPORTATION, COMMUNICATIONS, UTILITIES, ETC. AND WOULD BE ATTRACTIVE EVENT FOR U.S. PARTICIPATION. IN ADDITION TO THESE EVENTS, SOVIETS ARE ALSO CONSIDERING FOLLOWING THEMES:

1) CONSTRUCTION EQUIPMENT (THIS IS EXHIBITION ORIGINALLY SCHEDULED FOR FALL 1975 WHICH WAS POSTPONED TO FALL 1976 DUE TO DELAYS IN CONSTRUCTION OF NEW EXHIBITION CENTER. FACT THAT 1976 DATE IS NOW IN DOUBTFUL CATEGORY INDICATES THAT NEW EXHIBIT AREA MAY BE FURTHER DELAYED. AS WE HAVE PREVIOUSLY NOTED, THIS EXHIBIT COVERS ONE OF OUR MOST IMPORTANT AND PROMISING MARKETS IN THE U.S.S.R. AND WE STRONGLY URGE USDOC PARTICIPATION, AS, IF AND WHEN EVENT IS FINALLY HELD.);

2) RADIO PHYSICS;

3) EQUIPMENT AND TECHNOLOGY FOR INDUSTRIAL POLLUTION CONTROL (THIS EXHIBITION WOULD COVER SAME AREA AS PROPOSED U.S. SOLO EXHIBITION ON "POLLUTION CONTROL EQUIPMENT" WHICH WAS LISTED IN SCHEDULE (REF A) FOR MAY 1976. MAY 1976 TIMING IN ANY CASE WOULD NOT BE FEASIBLE DUE TO OVERLAP WITH LIGHT INDUSTRY EXHIBITION. IN ADDITION, WE WOULD CLEARLY NOT WISH TO STAGE SOLO EXHIBITION COVERING AREA FOR WHICH CHAMBER HAD SCHEDULED ITS OWN EVENT. MOREOVER, PARTICIPATION IN CHAMBER-SPONSORED EVENT WOULD BE CONSIDERABLY EASIER AND PERHAPS LESS COSTLY THAN SOLO. IF CHAMBER DOES NOT STAGE EXHIBITION ON POLLUTION CONTROL AND WE GO AHEAD WITH SOLO DURING SPRING 1976, IT WILL HAVE TO BE HELD DURING FIRST HALF OF APRIL, WHICH WILL MEAN THAT SEMINAR/EXHIBIT SHOWN ON OUR SCHEDULE IN APRIL 1976 WILL

UNCLASSIFIED

PAGE 05 MOSCOW 00472 01 OF 02 132120Z

HAVE TO BE DROPPED.)

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 MOSCOW 00472 02 OF 02 132131Z

67

ACTION EUR-12

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-01 INR-07

NSAE-00 RSC-01 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 L-02 /056 W

----- 014434

R 131605Z JAN 75
FM AMEMBASSY MOSCOW
TO SECSTATE WASHDC 6133
INFO USDOC WASHDC
AMEMBASSY VIENNA

UNCLAS SECTION 2 OF 2 MOSCOW 0472

4. ONLY SPECIALIZED EXHIBITION WHICH CHAMBER HAS SCHEDULED
THUS FAR FOR CY 76 IS "INVENTIONS AND DISCOVERIES" IN JANUARY/
FEBRUARY. WE ASSUME THAT THIS EXHIBITION WOULD COVER TECHNIQUES
AND EQUIPMENT FOR PATENT OFFICE OPERATIONS, BUT OTHER AREAS
ARE PROBABLY INVOLVED AS WELL.

5. WE AGREE ENTIRELY WITH POSITION PARA 6, REF A, REGARDING
NECESSITY FOR DETERMINING SOVIET INTEREST BEFORE PROCEEDING
WITH PROPOSED TRADE PROMOTIONAL EVENT. ONE OF MAJOR REASONS
THAT WE URGE AGAINST THE USE OF TRADE MISSION TECHNIQUE HAS
BEEN GENERAL LACK OF SOVIET ENTHUSIASM FOR WORK WITH TRADE
MISSIONS AS CONTRASTED WITH THEIR MUCH MORE POSITIVE RESPONSE
TO SEMINAR/EXHIBITS.

6. AS STATED IN PARA 1 ABOVE, OUR TRADE PROMOTIONAL PROGRAM
SHOULD CONCENTRATE ON AREAS WHICH COMBINE: A) HIGH PRIORITY IN
SOVIET PLANS AND B) LEADING POSITION BY U.S. INDUSTRY.
PROPOSED THEMES WHICH WE HAVE LISTED ABOVE, IN OUR VIEW,
SATISFY THESE CRITERIA. LEAVING ASIDE FOR THE MOMENT EXPORT
LICENSING CONSIDERATIONS, WE BELIEVE FOLLOWING AREAS ALSO
SATISFY THESE CRITERIA AND THUS MERIT CAREFUL CONSIDERATION
FOR INCLUSION IN PROGRAM FOR 1975/76 PERIOD AND FUTURE YEARS:

1) AVIATION INDUSTRY;
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MOSCOW 00472 02 OF 02 132131Z

2) NAVIGATION CONTROL SYSTEMS FOR AIRLINE OPERATIONS AND
CONTROL OF TRAFFIC IN PORTS AND HARBORS;

3) GEOLOGICAL RESEARCH EQUIPMENT USED IN OIL AND GAS
EXPLORATION;

4) COMPUTERS FOR STATISTICAL/BANKING/PLANNING OPERATIONS;

5) TELECOMMUNICATIONS, INCLUDING NEW TECHNIQUES FOR DATA
TRANSMISSION;

6) PROCESS CONTROL COMPUTERS, PARTICULARLY APPLICATION OF
MINI-COMPUTERS IN COMPLETE-PLANT AUTOMATION PROJECTS;

7) EQUIPMENT AND TECHNOLOGY FOR UNDERWATER OIL/GAS DRILLING
AND PRODUCTION;

8) AGRICULTURAL CHEMICALS;

9) ADVANCED ELECTRIC FURNANCES;

10) ADVANCED WELDING EQUIPMENT AND TECHNIQUES;

11) AGRICULTURAL MACHINERY (COMMENT: WE NOTE USDOC'S AGREE-
MENT (STATE 673) TO CONSIDER INCLUSION OF THIS THEME IN OVERALL
AGRICULTURE EXHIBITION TO BE STAGED IN POST OCTOBER 1976
PERIOD. IN VIEW COMMERCIAL OFFICE THIS IS HIGHLY VIABLE
THEME. IT MIGHT BE POSSIBLE TO STAGE SMALL SEMINAR/
EXHIBITIONS IN COMMOFF COVERING NARROW SEGMENTS OF LARGER
THEME. END COMMENT.)
STOESSEL

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MOSCOW00472
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750013-0317
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750157/aaaabyaz.tel
Line Count: 294
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 6
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 281795
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 14 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <14 APR 2003 by MarshK0>; APPROVED <17 FEB 2004 by CollinP0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: USSR TRADE PROMOTION SCHEDULE - FY 1975 AND FY 1976 USDOC FOR BEWT/TPD
TAGS: BEXP, UR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006